

REMARKS

Claims 1-18 were pending. Claims 1-12 are cancelled without prejudice or disclaimer. Claims 19-20 are added. Support for claims 19-20 may be found at least on page 14, line 5 – page 17, line 26 of Applicants' Specification. Hence, claims 13-20 are pending in the application.

Applicants cancelled claims 1-12 so as to prosecute all method claims in one patent application. Applicants are not conceding in this application that cancelled claims 1-12 are not patentable over the art cited by the Examiner or are directed to non-statutory subject matter. Claims 1-12 were cancelled solely to facilitate expeditious prosecution of the remaining method claims (claims 13-20). Applicants respectfully reserve the right to pursue these (claims 1-12) and other claims in one or more continuation patent applications.

Claim 1 is rejected under 35 U.S.C. §101. Claims 1-18 are rejected under 35 U.S.C. §102(b). Applicants address these rejections below in connection with pending claims 13-20.

I. REJECTIONS UNDER 35 U.S.C. §102(b):

The Examiner has rejected claims 13-18 under 35 U.S.C. §102(b) as being anticipated by Sammon, Jr. et al. (U.S. Patent No. 6,012,051) (hereinafter "Sammon"). Applicants respectfully traverse these rejections for at least the reasons stated below and respectfully request the Examiner to reconsider and withdraw these rejections.

For a claim to be anticipated under 35 U.S.C. §102, each and every claim limitation must be found within the cited prior art reference and arranged as required by the claim. M.P.E.P. §2131.

The Office Action cites column 2, lines 3-12 of Sammon as disclosing "defining a personalized web page comprising one or more links to initial product exploration or guided search web pages, the links being based on personalization information for the user" as recited in claim 13. Office Action (11/28/2007), page 3. Applicants respectfully traverse.

Sammon instead discloses that the user is guided through the sequence of input prompts in order to assist the user in creating a personal profile of preferences and requirements for products in a particular product domain. Column 2, lines 3-7. Sammon further discloses that the decision engine applies the requirements and the preferences to generate a list of one or more products which meet the requirements specified by the user profile. Column 2, lines 7-10. Sammon additionally discloses a question and answer sequencer 101 which specifies an order of a set of HTML pages 104 according to the script to the graphic user interface driver 102 which supplies the images to prompt the user to provide input data. Column 5, lines 57-66.

Hence, Sammon discloses presenting HTML pages which prompt the user to provide input data which is used to create a personal profile of preferences. Sammon further discloses generating a list of products which meet the requirements specified by the user profile.

However, there is no language in Sammon that discloses defining a personalized web page comprising one or more links to initial product exploration or guided search web pages, the links being based on personalization information for the user. Instead, Sammon discloses presenting HTML pages to acquire information from the user. There is no discussion in Sammon of presenting a web page with one or more links, where the links are based on personalization information for the user. Thus, Sammon does not disclose all of the limitations of claim 13, and thus Sammon does not anticipate claim 13. M.P.E.P. §2131.

The Office Action further cites column 2, lines 3-12 of Sammon as disclosing "defining the one or more initial product exploration or guided search web pages, each initial product exploration or guided search web page being determined based on personalization information for the user" as recited in claim 13. Office Action (11/28/2007), page 3. Applicants respectfully traverse.

As stated above, Sammon instead discloses presenting HTML pages which prompt the user to provide input data which is used to create a personal profile of preferences. Sammon further discloses generating a list of products which meet the requirements specified by the user profile.

There is no language in the cited passage that discloses defining the one or more initial product exploration or guided search web pages, each initial product exploration or guided search web page being determined based on personalization information for the user. Instead, Sammon discloses presenting HTML pages to acquire information from the user. These HTML pages are not determined based on personalization information for the user. Thus, Sammon does not disclose all of the limitations of claim 13, and thus Sammon does not anticipate claim 13. M.P.E.P. §2131.

The Office Action further cites column 5, lines 56-62 of Sammon as disclosing "each initial product exploration web page comprising an entry point to a set of exploration web pages defined according to product exploration metaphor technology and the set of said exploration web pages being defined with reference to personalization information for the user" as recited in claim 13. Office Action (11/28/2007), page 3. Applicants respectfully traverse.

Sammon instead discloses a question and answer sequencer 101 which includes a script of HTML (Hypertext Markup Language) pages which specifies an order of a set of pages 104, including a first page 105 for a first set of attributes, set A, a second page 106 for attribute set B, a third page 107 for attribute set C and so on throughout the entire attribute hierarchy. Column 5, lines 56-62.

Hence, Sammon discloses presenting HTML pages in a particular order for prompting the user to provide input data which is used to create a personal profile of preferences.

There is no language in the cited passage that discloses that each initial product exploration web page comprising an entry point to a set of exploration web pages defined according to product exploration metaphor technology and the set of the exploration web pages being defined with reference to personalization information for the user. In Sammon, each HTML page presented to the user is for receiving data from the user to create a personal profile and is not an entry point to a set of exploration web pages being defined with reference to personalization

information for the user. Thus, Sammon does not disclose all of the limitations of claim 13, and thus Sammon does not anticipate claim 13. M.P.E.P. §2131.

The Office Action further cites column 5, lines 28-32 of Sammon as disclosing "each initial guided search web page comprising an entry point to a set of guided search web pages defined according to guided search technology and the set of said guided search web pages being defined with reference to personalization information for the user" as recited in claim 13. Office Action (11/28/2007), page 3. Applicants respectfully traverse.

Sammon instead discloses that the decision engine server 10 processes the user profile 27 according to the domain attributes set 26 and a domain product set 25 to produce a ranked list of remaining items in the set for presentation to the user. Column 5, lines 28-32.

Hence, Sammon discloses generating a ranked list of items which meet the requirements specified by the user profile.

There is no language in the cited passage that discloses that each initial guided search web page comprises an entry point to a set of guided search web pages defined according to guided search technology and the set of the guided search web pages being defined with reference to personalization information for the user. Thus, Sammon does not disclose all of the limitations of claim 13, and thus Sammon does not anticipate claim 13. M.P.E.P. §2131.

Claims 14-18 each recite combinations of features of independent claim 13, and hence claims 14-18 are not anticipated by Sammon for at least the above-stated reasons that claim 13 is not anticipated by Sammon. Claims 14-18 recite additional features, which, in combination with the features of claim 13 upon which they depend, are not anticipated by Sammon.

For example, Sammon does not disclose "each initial product exploration web page comprises a link to a result page" as recited in claim 15. The Office Action cites column 6, lines 47-59 of Sammon as disclosing the above-cited claim limitation. Office Action (11/28/2007), page 4. Applicants respectfully traverse.

Sammon instead discloses that the attribute hierarchy 116 is specified by a data structure of nodes arranged in a hierarchical array. Column 6, lines 47-48. Sammon further discloses that it provides a hierarchical organization of attributes which are relevant for the domain which may be considered by the consumer. Column 6, lines 48-50. Furthermore, Sammon discloses that the hierarchical organization, or other abstract organization of attributes, is based on knowledge engineering within the domain and on opinions of experts within the domain. Column 6, lines 51-53. Additionally, Sammon discloses that in the preferred system the hierarchy is represented as a tree structure including a root 151 representing the overall domain (e.g., automobiles). Column 6, lines 56-58.

Hence, Sammon discloses a hierarchy represented as a tree structure.

There is no language in the cited passage that discloses that each initial product exploration web page comprises a link to a result page. Thus, Sammon does not disclose all of the limitations of claim 15, and thus Sammon does not anticipate claim 15. M.P.E.P. §2131.

The Office Action further cites column 6, lines 58-67 of Sammon as disclosing "in which the result page comprises a result list" as recited in claim 16. Office Action (11/28/2007), page 4. Applicants respectfully traverse.

As stated above, Sammon instead discloses a hierarchy represented as a tree structure.

There is no language in the cited passage that discloses a result page that comprises a result list. Thus, Sammon does not disclose all of the limitations of claim 16, and thus Sammon does not anticipate claim 16. M.P.E.P. §2131.

The Office Action further cites column 14, line 63 – column 15, line 2 of Sammon as disclosing "in which the result list comprises an item attribute table in which attributes of a set of items are grouped to permit comparison by a user" as recited in claim 17. Office Action (11/28/2007), page 4. Applicants respectfully traverse.

Sammon instead discloses that the item/attribute preference scores and requirements for set Z are then computed. (Step 312). Column 14, lines 63-64. Sammon further discloses that the item scores are computed based on the attribute preference scores and requirements for sets X, Y and Z, and on the weighting rules as discussed above. (Step 313). Column 14, lines 64-67. Further, Sammon discloses that finally, the resulting item array, ranked according to item scores is presented to the user. (Step 314). Column 14, line 67 – column 15, line 2.

Hence, Sammon discloses presenting the resulting item array, ranked according to item scores, to the user.

There is no language in the cited passage that discloses a result list that comprises an item attribute table in which attributes of a set of items are grouped to permit comparison by a user. Thus, Sammon does not disclose all of the limitations of claim 17, and thus Sammon does not anticipate claim 17. M.P.E.P. §2131.

Additionally, the Office Action cites column 6, lines 25-41 of Sammon as disclosing "in which the set of guided search web pages comprises web pages corresponding to a subset of potential guided search nodes in a guided search tree, the subset being defined with reference to the personalization information for the user" as recited in claim 18. Office Action (11/28/2007), page 4. Applicants respectfully traverse.

Sammon instead discloses that the engine parameter structure 115 includes information such as normalization routines for specific measurement types, and other global parameters for the decision engine for a particular product domain. Column 6, lines 25-28. Sammon additionally discloses that the measured attribute vector 118 includes the normalized values of the consumer profile for the attribute hierarchy based on the input information provided by the user. Column 6, lines 33-36. Further, Sammon discloses that the remaining lists and scores 119 provide a result based on the measured attribute vector as it is applied to the item set. Column 6, lines 36-38.

There is no language in the cited passage that discloses a set of guided search web pages that comprises web pages corresponding to a subset of potential guided search nodes in a guided search tree. Neither is there any language in the cited

passage that discloses a set of guided search web pages that comprises web pages corresponding to a subset of potential guided search nodes in a guided search tree, the subset being defined with reference to the personalization information for the user. Thus, Sammon does not disclose all of the limitations of claim 18, and thus Sammon does not anticipate claim 18. M.P.E.P. §2131.

As a result of the foregoing, Applicants respectfully assert that not each and every claim limitation was found within Sammon, and thus claims 13-18 are not anticipated by Sammon. M.P.E.P. §2131.

Furthermore, Applicants respectfully assert that Sammon does not disclose "generating a web page comprising a set of links based on personalization information from said user" as recited in claim 19. Sammon instead discloses presenting HTML pages in a particular order for prompting the user to provide input data which is used to create a personal profile of preferences. See, for example, column 5, lines 57-62 of Sammon. There is no disclosure of a web page including a set of links based on personalization information from the user.

Further, Applicants respectfully assert that Sammon does not disclose "receiving a selection of one of said set of links; generating an exploration web page based on said selected one of said set of links, wherein said exploration web page comprises a set of product attributes based on personalization information from said user; and receiving a selection of one or more product attributes from said set of product attributes that are of interest to said user" as recited in claim 19.

Additionally, Applicants respectfully assert that Sammon does not disclose "receiving an indication from said user to show products; and generating a results web page in response to receiving said indication from said user to show products, wherein said results web page comprises a product list having information and one or more links to product web pages for products that meet a criteria based on said selection of one or more product attributes" as recited in claim 20.

Hence, as a result of the foregoing, Applicants respectfully assert that claims 13-20 are not anticipated by Sammon.

II. CONCLUSION:

As a result of the foregoing, it is asserted by Applicants that claims 13-20 in the Application are in condition for allowance, and Applicants respectfully request an allowance of such claims. Applicants respectfully request that the Examiner call Applicants' attorney at the below listed number if the Examiner believes that such a discussion would be helpful in resolving any remaining issues.

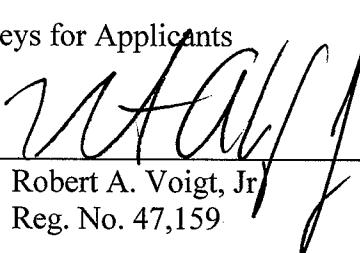
Respectfully submitted,

WINSTEAD P.C.

Attorneys for Applicants

By:

Robert A. Voigt, Jr.  
Reg. No. 47,159



P.O. Box 50784  
Dallas, TX 75201  
(512) 370-2832

Austin\_1 523692v.2